

COMMUNIQUE SYSTEM FOR MULTICASTING IN CELLULAR COMMUNICATION NETWORKS

Abstract

5 The communiqué system for cellular communication networks operates with
 existing cellular communication networks to provide communiqué communication
 services to subscribers. The communiqué can be unidirectional (broadcast) or
 bidirectional (interactive) in nature and the extent of the communiqué can be network-
 wide broadcast or narrowcast, where one or more cells and/or cell sectors are
 grouped to cover a predetermined geographic area or demographic population or
 10 subscriber interest group to transmit information to subscribers who populate the
 target audience for the narrowcast transmissions.